

Convention and Tourism Advisory Committee
Tuesday, July 11, 2006 – Minutes

Members Present: Gerald Cook, Marlene Leister, Ben Vidricksen, Dave Miller, Jennifer Sturges, Abner Perney, Kathy Tolbert

Members Absent: Tricia Weems, Bette Timmel

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Mike Harmon – Best Western Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

Minutes

The Minutes of the June 2006 meeting were reviewed.

Financial Statement

The May Financial Statement was reviewed.

Division Updates:

Sports Market

Tiffany reported on the following sports events:

- **KS ASA Class C 14 & Under Softball** – Tiffany announced that the KS ASA Class C 14 & Under tournament will be played at Bill Burke Park this weekend. There are 34 teams with 17 in gold and 17 in silver. Sarah McMann and Joe Sproul, KS ASA Commissioners will be directing the tournament and providing staff. It is also through their help that Salina received the bid on the national tournament for 2007.
- **Sunflower Bank Softball Showcase** – Kristi Benyshek, marketing manager at Sunflower Bank, contacted us regarding the softball showcase to be held at Bill Burke Park August 5. We are providing welcome packets for the 200 high school senior girls playing in the tournament. Each Senior will play in a series of three games played. The American Fast Pitch Association sanctions the tournament and 20-college coaches will be assisting with the tournament as well as looking at the participants as potential recruits.
- **Kyle Petty Charity Ride** – The Kyle Petty charity ride across the country will be stopping in Salina July 26 for an overnight. This 200 car and motorcycle caravan will leave Idaho on July 22 and arrive in Ashville, NC on July 30. Schwan's, as a corporate sponsor for the Kyle Petty race team, will be hosting the event at the Kansas National Guard Armory on Scanlan Avenue. The public is invited from 5:30pm to 9:00pm and Schwan's will be providing pizza, ice cream novelties and drinks for sale. Kyle Petty and others will address the crowd. The caravan is scheduled to arrive in Salina at 7:15pm. Staff and volunteers handed out posters around the city and a press release was sent out.
- **Kustom Kemps of America** – Kustom Kemps of America's Leadsled Spectacular returns to Thomas Park July 28-30. Many celebrities will be on hand at the event such as Darryl Starbird, Edd "Kookie" Byrnes and Paul LeMat. Activities include a Hall of Fame induction ceremony, award shows, musical entertainment, a craft show, and a Sunday church service. Show hours for the public are 9am-5pm Friday and Saturday and 9am-2pm on Sunday. Staff is providing volunteers to help at the gates and has been working with Salina Parks & Recreation and the Salina Police Department on parking.
- **American Senior Legion State Baseball Tournament** – Tiffany announced that the American Senior Legion tournament would be held July 28 through August 1 at Dean Evans Stadium. We are supplying tents for the event. This Tournament has not been in Salina since 1999.

Convention Market

Jo Ann gave the following convention update:

- Jo Ann announced that Kansas Head Start would be holding their convention in Salina in November. They have been in Wichita in the past.
- The Kansas Association of Insurance Agents has signed a contract to come to Salina in 2008.
- Cammy Mays has left her position as sales manager at the Holiday Inn Hotel & Convention Center after 11 years. Jo Ann is going to meet with some of Cammy's clients in Topeka this week to offer any assistance.
- Roundalab was in Salina last week touring the city. They are also looking at Wichita and Hutchinson for their 2008 convention.
- Jo Ann reported that the Rural Letter Carriers would be going to Wichita this year.

Tourism Market

Sylvia gave the following tourism market update:

- Tour Kansas FAM Tour – Sylvia said the Tour Kansas coalition is busy working on this year's second FAM tour planned for September 19-22. This tour will be throughout the eastern half of Kansas. The Market Place will be held in Salina at the Bicentennial Center on September 20 from approximately 2-4:30pm. Travel planners from banks, recreation agencies and other tourism organizations will come in for the day from as far away as OK, NE and MO. Booths will be set up for display by hotels, attractions, restaurants and other venues. The itinerary for the FAM tour is being finalized, and 48 exhibitors have signed up for the Market Place so far.
- 50th Anniversary of Interstate System – Sylvia reported that approximately a dozen people stood on the overpass at Halstead Road on the evening of June 21 to cheer on the motorcade headed for Abilene. KDOT and the I-70 Association hosted a luncheon in Abilene on June 22. The convoy then rejoined the others on their way across the US.
- Discover Salina – Sylvia announced that the new Discover Salina magazine has now been distributed. Feature articles include Santa Fe Day, Tri-Rivers Fair, Kustom Kemps car show, and the Kansas State Horseshoe Pitching Tournament.
- TIAK – Sylvia attended the TIAK Board of Directors meeting in Wilson June 8. Projects on the agenda included a tourism survey, planning for the annual conference in October, and doing preliminary planning on the strategic fundraising plan for the state.
- State Travel & Tourism – Sylvia stated that marketing for the State Travel & Tourism's Travel Guide is now underway. The state guide will now be published every two years. Ad pricing has gone up and we are in the process of putting together a one-page ad for the guide. Two local hotels and three attractions have already confirmed ad spots. We are also in the solicitation process for listings in the guide, which are now \$100 per listing. Staff has also been updating Salina information on the TravelKS.com web site and notices and emails have been sent out to collect that information.
- Smith Travel Research – Sylvia gave an update on the Smith Travel Research numbers citing that RevPar had a 9.8% increase for Salina County, and year-to-date (January-May) was a 10.8% increase from last year.
- Calendar of Events – Sylvia stated that there are new entries on the Chamber Calendar of Events and that some entities are now starting to list their own upcoming events.
- Marymount Reunion – Sylvia announced that Marymount would again be holding their all-school reunion here August 4-6. Staff will be assisting them with registration, volunteers, gift basket for a door prize, and an information booth at the Salina Bicentennial Center.

Kathy Tolbert stated that scheduled activity at their conference center is slow for July. Carrie Miles is the new conference center manager. Debbie Tasker is now overseeing group sales and special events. Kathy also said they had 1,500 visitors over the Fourth of July weekend. Other upcoming events planned at the Wildlife Adventure include a public safety weekend in August where sheriff, fire and police department families will get in free. On Sundays during the month of August, free ice cream sundaes will be served.

Keith Rawlings stated that July would also be a slow month for the Salina Bicentennial Center. They will be using the downtime to do updates at the Center. He announced that the operable walls were now in place and being painted this month. Keith said the Tri-Rivers Fair would be August 9-13.

Abner Perney related his trip to Steamboat Springs, CO to see how their festival compared to Salina's Smoky Hill River Festival.

David Miller reported on his attendance at the US Senior Open in Hutchinson stating that the media booked most of Hutchinson's hotels and the overflow went to Wichita, Newton and McPherson. He said it was a very well run event.

Ben Vidricksen gave an account of the Interstate's 50th Anniversary events in Abilene, which he attended. He also spoke about Salina tourism at the Yesteryear Museum's Wheat Harvest Crew Dinner July 8. Ben also said they are still trying to resolve the Scout Museum's building issues.

Mike Harmon requested that contact be made with the Hutchinson Chamber regarding listing Salina as a possibility for hotel room overflow for any future major events, like the US Senior Open. He also stated that Abilene is thinking of moving the Old Abilene Town to a site on I-70 four miles east of Abilene.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held August 1 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted. The meeting adjourned at 8:27am.